

Creative Assignment - Games Design D90

Client	Monkey Hammer Games
Brief	Design of new company logo
Target Audience	Gamers, male & female
Work required	3 original and different designs for the game company
Deadline	Your first working session with Monkey Hammer Creative Directors

The Brief

Monkey Hammer's ethos is that having fun is a serious business. They need a new logo to promote this ideology.

The Rational

Monkey Hammer are a company that produces a wide variety of games across different genres and platforms. Their target audience is equally diverse in that people of all ages, genders, nationalities play their games. They have been producing games for over 30 years and are proud of their heritage and past work. However they are also keen to be seen as a very modern and contemporary company that is forward looking and innovative. As part of an overall re-branding exercise they wish to have a new logo as this is a key way of promoting their ethos and ideology.

Work Required

Three original and different designs for a new Monkey Hammer logo. This must be hand drawn and where appropriate in the colours you have chosen. The designs need to be annotated with brief notes explaining your design choices.

Research

It will be useful for you to do a little research in to logos and more specifically game company logos. To help with this please read the BBC business news article on the following link:
<http://www.bbc.co.uk/news/business-32495854>

How important is it for a company to have a great logo?

By Peter Shadbolt
Business reporter

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You then need to briefly analyse the following four game company logos examining them in terms of:

Graphics - shapes, lines

Colour

Typography - typeface, style, Upper/Lower case, positioning

Overall Layout

You will need to assess what the logo says about the company and their target audience.



Analytical Assignment - Games Design D90

Task	Game Analysis
Produce	Written/word processed document to include images
Deadline	Your first working session with Monkey Hammer Creative Directors

The Brief

In order to create a new and exciting game it is best to have a good knowledge of a variety of games and an ability to analyse their component parts.

The Rational

Monkey Hammer are a company that produces a wide variety of games across different genres and platforms. Their target audience is equally diverse in that people of all ages, genders, nationalities play their games. They have been producing games for over 30 years and are proud of their heritage and past work. However they are also keen to be seen as a very modern and contemporary company that is forward looking and innovative. As such they are always looking for the next “big” game that will capture a market, and ultimately make a profit.

To do this Monkey Hammer feel it is vital that anyone who works for them has a good knowledge of a variety of games, this may also be across different platforms and devices. It is also important to have the ability to analyse what might make the game so appealing, fun to play etc. having this knowledge will then help in the construction of a new game.

Work Required

Select three games that you are currently playing.

These may be on different platforms - Xbox, Play Station, PC, tablet, smart phone and be different genres (types) of games - FPS, puzzle, platform.

You will then need to comment upon the following aspects of each game:

1. The Game world - open, side scrolling, 2D, 3D, Visual style & quality, Tone/mood.
2. Character - Playable protagonist (main character), Physical appearance, Behaviours/attitudes, How customisable is the character?

Feedback Interface - what information is given, how much, in what ways?

You will need to briefly describe and fully evaluate the three aspects listed above. Using images from the games being analysed will help reduce the need to describe in great detail.

There is an expectation that you will write 250 words for each game.

